

IN THE SPECIFICATION

Please replace the paragraph beginning on page 8, line 11 as follows:

The Product Broadcasting 103 component ~~performs~~ performs the function of listing a client product 101 on one or more targeted, high traffic e-commerce market places 102 where product sales are facilitated. In the present preferred embodiment of this invention the e-commerce market places targeted include online auction sites 102a, online catalogs 102b, Internet malls 102c, comparison shopping sites 102d, online classified advertisement sites 102e, online exchanges 102f, order ~~aggregation sites~~ aggregation sites 102g, virtual marketplaces 102h and other similar sites 102i. Some of the current marketplaces identified for targeting by this invention include: e-bay, yahoo!, amazon.com, fairmarket, boxlot, msn, lycos auctions, eDeal, Auctions.com, 321Gone, GoTo, 2theMart, MySimon, GoTo Shop, Auction Rover, Nextag, CNET, ShopMarket, Addashop.com, Vstore.com, PointClick, VerticalNet, NorthSky Sky, WebLoyalty Loyalty, OrderTrust, Microsoft bCentral, Onvia.com, Tradeout.com, RedTagBiz, DoveBid, Liquidation.com, WholesaleCentral.com, Close-Out-News.com, ValueAmerica.com, Roxy.com, Barnes & Noble, TurboPrice.com, Jewelry.com and excite. The system of this invention uses the information in a data repository to optimize the channel selection and mapping for each client and/or product. This e-commerce market channel selection is adjusted on an ongoing basis as the data collection increases. Posting and transaction data are used with the client information/objectives to generate performance reports, which are utilized to continually refine product-listing strategies for each client.